**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of Idaho |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| Jeremy Woodson  jwoodson@acluidaho.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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| **Subject line \*\***  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Only 3 days left to apply for the 2018 Activist Academy! |

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| **Pre-header Text \*\***  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| Join other from around Idaho for this free community training event. Apply by phone, email or in person. |

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| **Side Box Content (Action & Event format only)** |
| 2018 ACLU Activist Academy  Saturday January 13, 2018  930 AM – 5 PM  Idaho Statehouse  700 W. Jefferson St.  Boise, Idaho 83702 |

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| **Hyperlinks for email message \*\*** |
| https://www.acluidaho.org/en/events/2018-activist-academy |

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| **Email Body Content \*\***  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand-alone. Remember, people scan their emails, and if there is one thing you want your recipient to notice, it is your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| We have over 80 attendees for the upcoming Activist Academy on January 13, 2018 and there’s still room for more! The deadline to apply is only 3 days away!  Apply by or on January 5th 2018 and join many others from around Idaho at our state capital building to learn some of the core skills needed in community activism. We’ll be holding a discussion on systems of power in the morning before breaking into separate sessions on lobbying, media training and tactics in the afternoon.  The application to attend can be found on our website. Not able to download the application? Feel free to send responses in an email to [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org). Alternatively, you can submit your application over the phone at 208 344 3750 ext. 1211.  This day-long event is free of charge and includes breakfast and lunch.  Please note: due to building restrictions the Activist Academy will be held from 9:30 am to 5:00 pm. |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
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